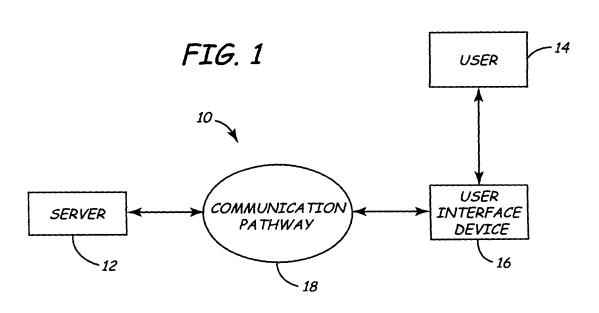
Applicant: Michael Williams Title: System and Method for Consultative

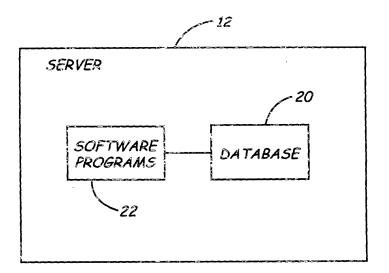
Proposals

Appln. No.: 10/007,612



Applicam: Michael Williams Title: System and Method for Consultative Proposals Applr. No.: 19/067,612

FIG. 2

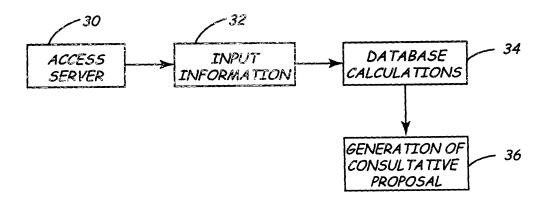


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Proposals

Appln. No.: 10/007,612

FIG. 3



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Proposals
Appln. No.: 10/007,512

Home Customer Service	æ	FAQ Site Help	A . 9 P	Keyword Search
BROWSE BY Business Needs Financial Products		stom Solutions for	r You	ir Business
Business Services	Sto	1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1	et Sta	rted
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	iî ya	ou have more than 150 vento	es <u>Cli</u>	<u>ck Here</u> .
REGISTER ABOUT US	Hov	v do you currentiy acquire yo	ur vehi	cles? (Check all that apply)
BUSINESS MAGAZINE		Dealership purchase		Fleet management company
FEEDBACK	Ø	Oriver reimbursement		Other (please specify)
		at funding sources has your eck all that apply)	compa	ny used to finance recent fleet purchases?
3		Cash		Open-end Operating Lease
		Loan or Credit Line		Other (please specify)
	\mathbf{Z}	Closed-end lease (mileage	and ter	m limitations)
		at resources do you use to d eck all that apply)	ispose	of your company's vehicles at replacement?
		Dealer trade-in		Fleet management company
	abla	Driver purchase		Other (please specify)
		Wholesale/Auction		
	Wh	at types of vehicles do you h	ave in	your fleet? (Check all that apply)
		at types of vehicles do you h d <u>Out More</u>	ave in	your fleet? (Check all that apply)
40		Compact car	Z	SUV
70		Midsize car		Small pickup
		Fullsize car		Fullsize pickup
		Luxury car	П	Van
		Minivan	_	

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Proposals

Appln. No.: 10/007,512

OWSE BY						
isiness Needs	_ Custom So	lutions for You	r Business			
nancial Products	Stop > (1) (2)	<u> </u>				
SOURCES	- ====	Continue a	nswering question			
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aming Center iline Applications	Yehicle Type	How many do you have of each?	How many miles are driven each year?	How often do you replace them?		
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OUT US SINESS MAGAZINE IDBACK	Does your comp Find Out More O Yes O No	any have a program in	place to control fuel e	expenses?		
	If yes, what prog	ram(s) do you use? (Cl	neck all that apply)			
	Cash / Credit card / Driver expense reimbursement					
	☐ Electronic universal fuel card / Oil company card					
A STATE OF THE STA	expenses Find Out More	any have a program in	place to control vehic	le maintenance		
	O Yes O No	ram(a) da vou uaa2 (Cl	noak all that analy)			
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40	O Driver expe	nse reimbursement				
	O Comprehen	sive maintenance man	agement program			
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		calculate the appropri				

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Appln. No.: 16:00.,612

Home Customer Servi	ce FAQ S	Site Help Keyword Search	
BROWSE BY Business Needs Financial Products Business Services		lutions for Your Business Here are your vehicle savings	
RESOURCES Financial Tools		Venicle Mana	gement Savings
Learning Center Online Applications REGISTER	you provided. Cli on the expense ca Based on your cu	ary of your vehicle management savings based on the ck "view full report" to see your complete savings anal ategory to view specific savings recommendations. Irrent fleet profile, you could save \$4,728 annually by it recommendations.	ysis, or click
ABOUT US	these customized	recommendations.	
BUSINESS MAGAZINE FEEDBACK	Expense Category	Recommendation	Potential Annual Net Savings
	Vehicle Acquisition	Buy your vehicles on a Fall/Spring factory. Order schedule and save 4%–8% on the capitalized cost of the vehicle	\$320
	Financing	Lease to help improve your cash flow and free up capital to invest in your business. Maximize tax advantages by leasing instead of purchasing.	
	Maintenance	Use a maintenance management program to:	\$2,294
_	Fue!	Implement a fuel card program to: Control card use (you set the parameters). Monitor and consolidate expenses on one bill.	\$1,299
50	Registration	Outsource the administrative process of registering vehicles. Increase the productivity of your staff.	\$336
	Vehicle Resale	Establish a replacement policy to optimize resaie returns (based on GE's vast historical database). Leverage GE's national wholesale network of auctions and brokers.	\$480
		Potential Annual Net Savings	\$4,728
	These reports are on your PC, pleas Get Acrobat Reader	ew full report viewed using Adobe Acrobat Reader® v4.0. If you do not be download it now. as are estimates and may vary with your particular usage	<pre> back it installed it installed</pre>
	The information of GE is not providing	ontained in this proposal is made available with the under g legal, tax, accounting or financial advice. Co solt with financial advisors if such advice is necessary	rstanding that

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Proposals

Appln. No: 16/00/,6/2

7/28

FIG. 7

Consultative Solution

- · Your Current Fleet Profile
- GE Recommendations
- · Product and Service Information

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Proposals

Appln. No.: 10/207,51%

8/28

FIG. 8

- Recommendations are based on evaluating the whole vehicle life cycle. They
 incorporate our vehicle management expertise as a global leader managing over one
 million vehicles worldwide.
- By utilizing our vast databases of historical vehicle data, we are able to benchmark your current fleet management and to project estimated cost savings.

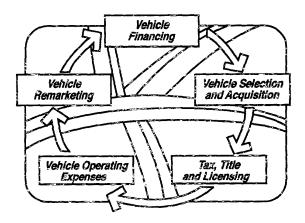


Table of Contents

Vehicle Acquisition

Financing

60

Maintenance

Fuel

Registration

Vehicle Resale

Applicant: Michael Williams
Title: System and Method for Consultative

Proposals

Appln. No.: 16/207,612

9/28

FIG. 9

Consultative Solution

Your Current Fleet Background

Vehicle Type	# Vehicles	Avg. Miles/Year	Avg. Replacement Cycle (Months)
Fullsize Car	10	25,000	36
Luxury Car	10	25,000	36
SUV	10	25,000	36

Expense Category	Description
Financing	Cash
Maintenance	Maintenance approval: Driver managed
Fuel	No fuel program
Vehicle Acquisition	Dealership purchase Driver reimbursement
Vehicle Resale	Driver Purchase

Title: System and Method for Consultative

Proposals

Appla. No.: 19/007,512

10/28

FIG. 10



87

Fleet Operations Recommendations

Expense Category	Recommendations	Potential Annual Net Savings
Vehicle Acquisitions	Buy your vehicles on a Fail/Spring Factory Order schedule and save 4% to 8% on the capitalized cost of the vehicle	\$4,0000
Financing	Lease to help improve your cash flow and free up capital to invest in your business. Maximize tax advantages by leasing verses ownership.	\$35,525 \$80
Maintenance	Utilize a Maintenance Management Program to control repair costs and access discounts at major vendors.	\$7,587
Fuel	implement a fuel card program to control card usage and monitor and consolidate expenses on one bill.	\$7,158
Registration	Outsource the administrative process of registering vehicles. Increase the productivity of your staff.	\$1,948
Vehicle Resale	Establish a replacement policy to optimize resale returns. Leverage GE's national wholesale network of auctions and brokers.	\$6,000
Total I	Potential Annual Net Savings	\$62,218

Assumptions

GE is able on average to buy vehicles for \$400 less than other channels and GE is able to sell vehicles for \$600 more than other channels (based on market conditions, time of year, type of vehicles, etc.)

These cost savings are estimates an may vary with your particular usage requirements. The information contained in this proposal is made available with the understanding that GE is not providing legal, tax, accounting or financial advice. Consult with your legal, tax accounting and/or financial advicers if such advice is necessary.

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Proposals

Appln. No.: 10/607,612

11/28

FIG. 11





Your Office @ Fleet is an online application that helps you manage your fleet from your desktop.

Vehicle Ordering

Your Office @ Fleet offers the most comprehensive online vehicle ordering tool in the industry with direct links to manufacturers and access to real-time data. You receive up-to-the minute modification of manufacturer changes, ensuring each order complies with manufacture requirements. Access the Vehicle Ordering System's main menu for:

- Vehicle pricing and configuration Receive immediate information on pricing, availability and options.
- Ordering options Build an entire vehicle online; access Rapid Factory Order entry screen for factory orders, replacement orders or duplicate orders; place multiple batch orders online; or generate driver-based paperless ordering.
- Fleet specification Compare manufacturer makes and models for more informed buying decisions.
- Order status Check the order status of you vehicle through delivery.

92

E-Mail Fleet Reporting

You will automatically receive reports via email on a monthly basis to help manage your fleet. Your monthly emails will include:

- Irwoices and bill details
- Fleet inventory report
- Maintenance and fuel expense summaries
- Over/Under parameter maintenance and fuel exceptions
- Warranty recovery report

View/Update Vehicle

With this tool for daily fleet management, you can:

- View and/or update real time vehicle information; driver or driver details; recent fuel card transactions; life-to-date maintenance history; and odometer readings
- · Add non-leased units to your fleet
- · Take a unit off road for services
- Initiate a state or province transfer
- Order new service materials
- · Initiate the remarketing of the vehicle and run its fair market value

In addition, customer communications regarding timely fleet industry news to help manage your fleet are provided online within Your Office @ Fleet.

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Proposals

Appln. No.: 10/607,612

12/28

FIG. 12

Vehicle Selection and Acquisition

Using extensive fleet planning tools, GE analyzes your fleet operation and maximizes cost savings throughout the life of your vehicles. Our Life Cycle Cost Analysis will help you understand the fixed and operating costs of every vehicle so you can make informed, appropriate decisions.

Vehicle Specification

- · Experienced vehicle selection
- · Depreciation rates analysis
- Vehicle options selection
- · Purchase timing to minimize depreciation
- · Expert up-fitting advice

Vehicle Order and Delivory

- Convenient, accurate ordering
- North American dealer network
- · Vehicles titled and road ready
- Up-fit process managed
- · All invoices processed (manufacturer/dealer)

Online Vehicle Ordering

<u>Your Office @ Fleet</u> offers the most comprehensive online vehicle-ordering tool in the industry. Access the Vehicle Ordering System's main menu for:

- Vehicle pricing and configuration information Receive immediate feedback on pricing, availability and options
- Ordering options Build an entire vehicle online: access Rapid Factory Order entry screen for factory orders, replacement orders or duplicate orders; place multiple batch orders online; or generate driver-based paperless ordering
- Fleet specification Compare manufacturer makes and models for more informed buying decisions.
- Order status Check the order status of you vehicle through delivery.

Vehicle Title & License and Tax Administration

- Up-to-date tax administration
- · Reporting and payment of taxes on your behalf



Title: System and Method for Consultative

Proposals

Appln. No.: 10/007,512

13/28

FIG. 13

Open-End Lease

Smart managers now understand that with vehicles what matters to a business is use, not ownership. That's why leasing company vehicles makes so much sense.

GE offers an open end lease with a Terminal Rental Adjustment Clause — a TRAC Lease — for company vehicles. A TRAC Lease lets you choose and use the vehicles you want. A TRAC Lease helps you preserve working capital and decrease costs associated with your company vehicles — and add profit to your bottom line.

Smart Asset Management

There are many benefits to leasing your company vehicles:

- Lower monthly payments
- · No capital is required as down payment, so you have more capital for business investments
- · Competitive payments and interest rates make vehicle funding economical
- · Level or step-down payment structures give you more flexibility
- · Flexible terms allow you to better manage cash flows
- · Flexibility to change vehicles (after 12 months) as your needs change
- Tax advantages of leasing versus ownership.

Outsource Administrative Tasks

From providing you with monthly billing to handling registration renewal notices, we provide service and convenience through:

- Consolidated billing
- RapidTag[™] a vehicle registration and re-licensing program that saves you time and money
- National Account Program offers negotiated discounts on the purchase of vehicle products and services nationwide
- Consultation and use of our vast database to assist you in selecting the best make and model vehicle for your business application
- · Configuration and coordination of all up-fitting of vehicles as required
- · Vehicles are titled and ready to be driven
- GE's expertise delivers higher value
- GE offers a variety of service programs designed to provide expert, low-cost, and convenient assistance in all aspects of fleet management

Proposals Apple. No.: 10/007,612

14/28

FIG. 14

Lease vs. Corporate Ownership

						150 \		
Estimated S	avings Ca	iculations		_14	0		A	
	_110)	0 _130				•	
Vehicle Type	Number of Vehicles	Purchase Cost/Lease Cap Cost	Estimated Net Sales Price	Avg. Replacement Cycle (Months)	NPV for Own	NPV for Lease	Lease Benefit	Annual Benefits
Fullsize Car	10	\$25,575	\$9,500	36	\$16,245	\$12,928	\$3,317	\$1,106
Luxury Car	10	\$33,642	\$13,500	36	\$20,924	\$16,492	\$4,433	\$1,478
SUV	10	\$27,493	\$11,500	36	\$16,154	\$13,246	\$2,907	\$969

Potential Annual Net Savings

\$35,525

These cost savings are estimates and may vary with your particular usage requirements.

Title: System and Method for Consultative

Proposals

Apoln No.: 10/007,512

15/28

FIG. 15

Maintenance Management

The Maintenance Management Program provides around-the-clock and "before the fact" control of vehicle repairs, resulting in lower overall maintenance cost and greater convenience for you and your drivers.

Maintenance Coverage

Our Maintenance Management Program offers your drivers the convenience of a large National Account and Independent Vendor Network. From tires to preventive maintenance to emergency roadside assistance, GE has you covered at every mile with a network of high-quality vendors across North America.

Comprehensive Support, 24 Hours a Day

When drivers need repairs or maintenance, they simply present their Driver's Guide to the National Account vendor. If the amount exceeds the authorization limit, the vendor calls cur toll-free 24-hour Vehicle Maintenance Control Center. A GE Technical Advisor will then:

- · Access vehicle history
- · Review required maintenance with the service mechanic
- · Check for recurring problems
- Search for warranty or post-warranty coverage
- Negotiate and validate price
- Authorize appropriate repairs

Proven Cost Savings

Our Maintenance Management program saves customers millions of dollars each year, averaging more than \$8 of documented savings per vehicle per month. We achieve these savings by:

- Providing our negoriated pricing at National Account Vendors for routine maintenance
- · Preventing unnecessary and repetitive repairs
- Negotiating competitive prices on parts and repair
- · Recovering post-warranty costs
- Arranging convenient short-term rentals
- · Offering total customer support 24 hours a day, seven days a week

Consolidated Billing and Detailed Expense Reporting

We consolidated all maintenance invoices into one monthly bill for your entire fleet, saving you me cost of verifying, processing and paying multiple vendor invoices. In addition, our Management Reporting Package will track and analyze:

- · Fixed and variable operating costs for each vehicle
- Exceptions on any vehicle or driver that exceeds your pre-set parameters
- · Preventive maintenance overdue by vehicle

You can also access this information via our web reporting tool at Your Office & Fleet.



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Appln. No.: 10/007,6.4

16/28

FIG. 16

Maintenance Management Cost Benefit Analysis

This analysis is intended to demonstrate the savings potential of the GE Maintenance Management Program.

Assumptions

Vehicle Type	Number of Vehicles	Annual Miles Per Vehicle	Total Annual Miles Driven	Average Replacement Mileage	Average Replacement Cycle (Months)
Fullsize Car	10	25,000	250,000	74,000	36
Luxury Car	10	25,000	250,000	74,000	36
SUV	10	25,000	250,000	74,000	36

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Proposals

Appln. No.: 10/007,512

17/28

FIG. 17

Maintenance Management Cost Benefit Analysis

Estimated National Account Costs and Savings (Per Vehicle Type)

____200

Vehicle Type	Cost Per Month (Current)	Cost Per Month (With GE)	Optimal Savings Per Month	National Account Utilization	Savings Per Month
Fullsize Car	\$27.29	\$21.25	\$240.33	\$158.33	\$175.33
Luxury Car	\$27.70	\$21.66	\$242.42	\$160.42	\$177.42
SUV	\$61.45	\$48.12	\$344.50	\$262.50	\$279.50

Estimated Savings Calculations

Potential Savings	Savings Per Month Per Vehicle	Total Savings Per Month	Total Savings Per Year	Total Savings Per Cycle
National Account	\$19.00	\$581.00	\$6,975.00	\$20,925.00
Cost Avoidance	\$7.00	\$210.00	\$2,520.00	\$7,560.00
Post Warranty	\$1.00	\$36.00	\$432.00	\$1,296.00
Total Potential Savings	\$28.00	\$827.00	\$9,927.00	\$29,781.00
Services Fee	\$6.00	\$195.00	\$2,340.00	\$7,020.00
	\$21.00	\$632.00	\$7,587.00	\$22,761.00
	Potential Ar	nual Net Savin	gs	\$7,587.00

These cost savings are estimates and may vary depending on your particular usage.

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Appln. No.: 10/007,612

18/28

FIG. 18

Maintenance Management - Sample Report

ABC Quality Company 009999-01-01

APR 1997 PER DD 04 VER. 1

Current Period	YTD	Last 12 months
56,998	222,215	652,824
998,859	3,558,974	9,400,303
1,055,857	3,781,162	10,053,127
5.40%	5.88%	6.49%
2,237	2,036	1,967
	Period 56,998 998,859 1,035,857 5,40%	Period YTD 56,998 222,215 998,859 3,558,974 1,035,857 3,781,162 5.40\$ 5.88\$

Fuei	Total				
Analysis	Galions	WPG	CPG		
CURR. PERI	50,130	21.06	1.25		
YTD	177,086	21 35	1.26		
LAST 12 MO	459,219	21.89	1.27		
	# Active	Avg.Odom	Avg.	Avg.ca	Avg . BK
Inventory	veh.	eter	M is.	p cost	Value
CURR, PERI	472	33,318	19	18,358	11 801
YTD	495	35,186	20	18,330	11,521
LAST 12 MO	554	39,111	22	18,153	10,927

Current Period Variable expenses Personal miles 2,510 11,029 22,069 .0124 .0029 .0029 5.32 5. Tires MEGIANICAL SERIVCES YOLICY ADJUSTMENT 1,652 4 730 .0021 .0014 .0004 .0005 2.38 .8 STERRING 29 196 3,580 .0021 .0016 .0016 4.69 3. STERRING 29 196 3,580 .0001 .0002 .0005 .006 0.5 SUSPENSION 188 267 1,170 .0002 .0001 .0	
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AIP COMD/VENT 230 1,225 5,053 0002 .0003 .0006 0.49 0. ALIGNMENT 196 713 2,393 .0002 .0002 .0003 0.42 0.	
ALIGNMENT 196 713 2,393 .0002 .0003 0.42 0.	
OFFILE BYG 4 234 16 979 57 205 0040 0045 0057 9 97 9	0.66
1600. CEUV. DEVV. CUA,1C 010,0. FCA,F	9 11.19
TOTAL LESS FUEL 12,624 59,858 180,482 .0220 .0158 .0180 26.75 32	3 35.32
FUEL 62,513 223,351 582,715 .0592 .0591 .0580 132.44 120.	7 114.03
TOTAL VARIABLE EXPENSE 75,137 263,209 763,197 .0712 .0749 .0759 159.19 152	1 149.35
ADMINISTRATIVE EXP	
DEPRECIATION 142,634 567,599 1,535,698 .1351 .1501 .1528 302.19 305	5 300.53
INTEREST 29,465 117,904 311,531 .0279 .0312 .0310 62.43 63	
MANAGEMENT FEES 4,072 16,225 39,914 .00596 .0043 .0040 8.53 8.	7.81
LICKNSE & TYXES 23,456 79,687 211,129 0222 .0211 .0210 49.59 42	
INSURANCE 136,667 706,666 2,439,994 .1294 .1869 .2427 289.55 380	
SERVICES 7EES 6,848 27,408 75,634 .0065 .0072 .0075 14.51 14	75 14 20
ADMIN & REGULATORY FEES 89 385 1,208 .0001 .0001 .0001 19	21 /
NET ADJUSTMENT ON SALES 7,992- 1,649- 4,628 .007600040005 16.93-	2-
TOTAL ADMIN EXPENSES 335,239 1,514,225 4,619,726 3175 4405 4595 710.25 8"	
OTHER EXPENSES	
ACCIDENT EXPENSES 4,534 28,427 107,843 .0044 .0075 .0107 9.82	
ACCIDENT RECOVERY 2,189- 7,412- 31,649002100200031- 4.64-	
INCIDENTAL EXPENSES	
PARKING & STORAGE	
CAR WASH 1,196 4,802 15,423 .0011 .0013 .0015 2.53	
TOLLS OTHER INCIDENTAL 123 783 3.192 .0001 .0002 .0003 .0.45	
TOTAL OTHER EXPENSES 5,029 35,641 118,473 .0048 .0094 .0118 .095	
PERSONAL USE CREDIT 190,515- 762,545- 2,287,874- 1804- 2017- 2276 (03.57	
TOTAL NET EXPENSE 224,890 1,070,530 3,213,522 .2130 .2831 .227 , 1 476.4c	·

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Appln. No.: 19/007.6.2

19/28

FIG. 19

GE Electronic Fuel Card



The GE Electronic Fuel Card Program provides you and your drivers with a convenient credit card for purchasing fuel and monitoring usage. From cars to heavy-duty trucks, the Electronic Fuel Card fits the needs of any type of fleet.

Nationwide Coverage

The GE Electronic Fuel Card is accepted at more than 130,000 fuel locations nationwide, including:

More than 28,000 diesel fuel sites, with 14,500 offering tractor-trailer accessibility

3,490 truck stops with tractor-trailer accessibility, overnight parking and convenience stores

Convenience

- Multiple fuel types (unleaded, diesel, propane, alternative fuels, etc.)
- · Point-of-sale transactions
- 24-hour driver support
- · Odometer readings are captured and integrated with GE maintenance program data

Security

Driver Personal identification Numbers (PINs) protect the card from fraud and misuse.

- P!N identifies purchases by driver
- · Card may be terminated quickly and easily
- · Transaction limitations reduce potential risk
- · Effective in "pool" vehicle and contract job applications

Control

Extensive detail is captured on each purchase, giving you immediate control of your fleet expenses.

- Exception parameters are tailored to customer requirements
- · Exception reports highlight vehicles operating outside your fleet parameters
- Transaction reports specify fuel type, fuel site, odometer reading, miles per gallon, cost per gallon, nonfuel transactions, etc., by vehicle
- · Transactions are consolidated into one monthly bill

In addition, you can access updated fuel records via our web reporting tool at *Your Office @ Fleet.* The web tool makes it easy to:

- · Request and cancel cards
- View fuel transaction and exception details
- · Update vehicle and driver information

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Appln. No : 10/007,512

20/28

FIG. 20

Fuel Policy Cost Benefit Projection Analysis

The most effective way to quantify the savings from the GE Electronic Fuel Management Program is to itemize the various additional fuel expenses your fleet may be experiencing. The following analysis quantifies where a fleet could realize savings based on historical experience within the fleet industry.

Assumptions

Vehicle Types	Number of Vehicles	Annual Miles per Vehicle	Miles Per <u>Gallon</u>	Gallons Per Fill	Price Per Gallon	Annual Fuel Cost
Fullsize Car	10	25,000	18.3	15.2	\$1.55	\$21,174.86
Luxury Car	10	25,000	17.20	14.80	\$1.55	\$22,529.07
SUV	10	25,000	13.60	19.20	\$1.55	\$28,492.64

Total Number of Vehicles	30
Dollar Differential on Premium Fuel	\$0.18
Annual Gallons Purchased	46,578
Total Annual Fuel Costs	\$72 106 5 8

	Current Avg. Cos
Control Item	
Unauthorized Fuel Purchases	3%
Unnecessary Premium Purchases	20%
"Other" Items (lunch, soda, etc.)	5%
Internal Receipt Process (per receipt)	\$0.15
	Item Cost Per Ye

	Item Cost Per Year
(total annual fuel cost X unauthorized fuel)	\$2,165.90
(gallons X unnec. prem. X \$ diff. prem.)	\$1,676.82
(total annual fuel costs X other items)	\$3,609.83
(# of vehicles X fill-ups X int. rec. processing)	\$425.74

Potential Total Savings	\$7,878.29
Service Fee	\$720.00

Potential Annual Net Sovings

-220

\$7,158

These cost savings are estimates and may vary depending on your particular usage.

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Appln. No.: 10/207,612

21/28

FIG. 21

Electronic Fuel Card

U.S. GE and Wright Express Partners

Exxon

•	Admiral	• EZ Serve • MFA Oil • Superpumper	,
•	Amoco	· Fina · Mini Mart · SyperQuik	
ø	Ashland	Giant Mobil Jaylor Oil	-
٠	AT /	• Gas City • MVP Tesoro (AK)	
	Williams	Gentle NCS Texaco	
9	Best (MA)	· Getty · (Stop'n Go-TX) · Jotal	
•	EP	 Gulf PetroSouth √Trade Oil 	
e	Capital	· Hess · Phillips 66 · United	
	City	 Holiday Quik y Unocal 	
ā	Cenex	 Imperial Seaco ✓ Uno-Ven* 	
•	Circle	Jr. FoodsSheetz	
•	Citgo	Kenyon Shelf \	
3	Clark	 Kerr-McGee Simonson's (ND) 	
•	Coastal	 · Kwik Trip	
0	Conoco	· Krause · Sun	3
0	Crown	Mapco Sunoco	,
٥	Diamond	Marathon	
•	Erickson		

^{*} Electronic roll out in process - Check with Station Attendant.

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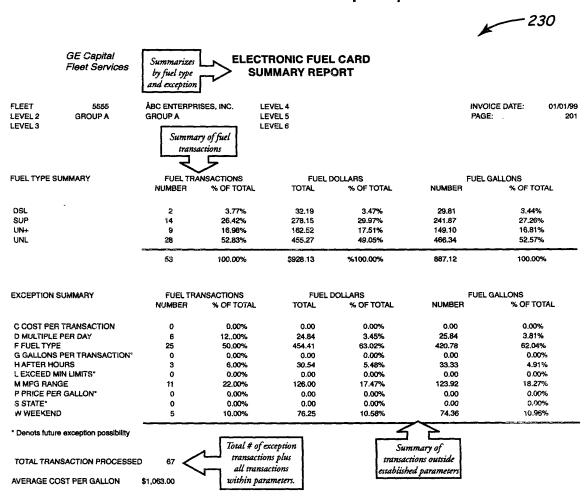
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Appln. No.: 10/207.5.2

22/28

FIG. 22

Electronic Fuel Card - Sample Report



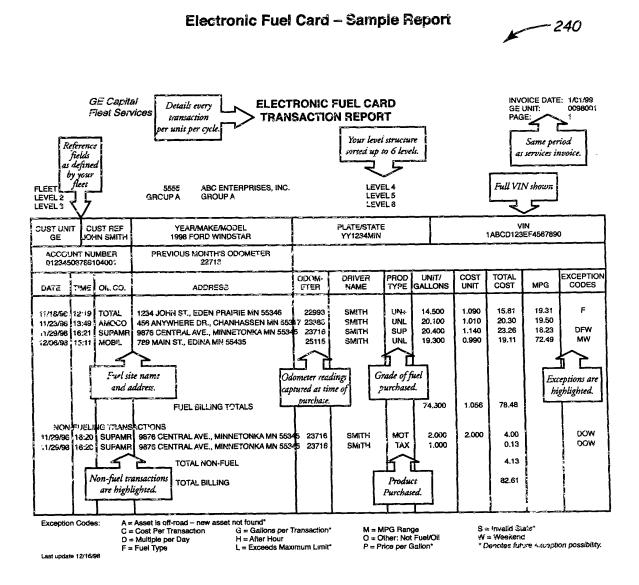
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Appin. No.: 19/007,612

23/28

FIG. 23



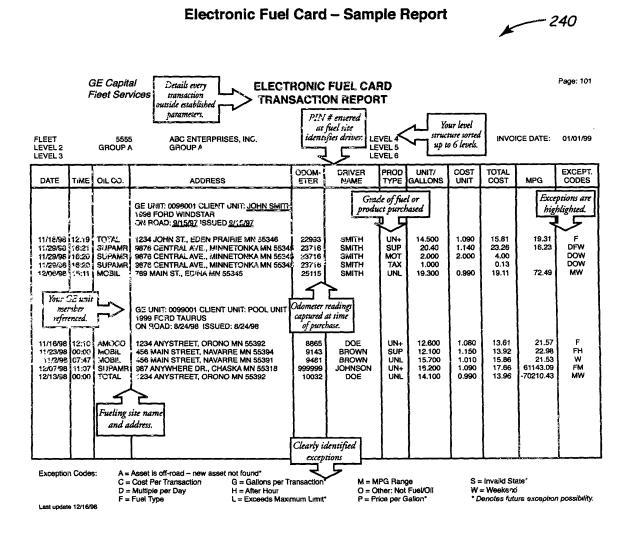
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Appln. No.: 19/007,512

24/28

FIG. 24



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Proposals

Appln. No.: 19/907,612

25/28

FIG. 25

Rapid Tag™ Program

250

The RapidTag™ Program makes certain that the registration renewal for all your vehicles is properly completed and that the renewal license plates, tags and stickers are distributed on time. RapidTag™ eliminates costly penalties, maximizes driver productivity and gives you more time to manage your core business.

One Comprehensive Package

The RapidTag™ Program is the only guaranteed registration program that keeps your drivers on the road. With RapidTag™, re-licensing and re-registration for your entire fleet is handled properly and on time in all 50 states and 12 provinces in Canada. GE will complete all necessary administrative work for you, including:

- Tracking all renewal and re-registration dates for plates, tags or stickers
- · Monitoring changes in state/province and county filing regulations
- Settling variances
- · Paying correct fees
- · Sending tags and plates directly to your designated drivers

One Convenient System

The RapidTag™ system works in four stages, keeping you well informed at every step.

- 90 days before due date: You will receive a renewal list of all your vehicles with any expiration occurring
 in the next 90 to 120 days.
- 60 days before due date: Your drivers receive an instruction kit, which details specific information (odometer reading, emissions certificate, state/province inspection, etc.) required for re-registration of their assigned vehicle.
- 45 days before due date: If we have not received the requested information, a reminder letter will be sent to the driver.
- 30 days before due date: GE files with the appropriate state/province, county or city Department of inferor Vehicles Division/Ministry for the new tags or plates for your vehicles and pays all fees. Once the renewals are processes, we send the new tags or plates directly to your drivers prior to the expiration date.

Enhanced Productivity

RapidTag™ not only saves you from penalties and tickets resulting from late registration, it neics your operations run more efficiently by.

- · Consolidating all re-registration fees into a single, monthly invoice
- · Elimination multiple payments to governing agencies
- · Reducing driver reimbursement

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Appln. No.: 19/007,612

26/28

FIG. 26

RapidTag™ Cost Benefit Projection Analysis

____260

This analysis is intended to demonstrate the savings potential of the GE Rapid Tag™ license renewal program.

Assumptions

Total Number of Vehicles	30
Vehicles Replaced Per Year	33%
Number of Vehicles Renewed Per Year	20
Value of Driver's Time	\$50/hr.
Avg. Time to Apply for Renewals	2/hr.
Value of Fleet Management's Time	\$65/hr.
Problem Renewals	15%
Fleet Management's Time Per Problem	0.5/hr.
Avg. Fine	\$50
Internal Cost of "Hot" Check	\$25
Percent "Hot" Checks	25%
Avg. Renewal Cost	\$100

Renewal Cost

	Current	RapidTag™
Driver's Time	\$2,500	\$0.00
Fleet Management's Time	\$97.00	\$24.00
Fines and Penalties	\$150.00	\$0.00
issuance of "Hot" Checks	\$125.00	\$0.00
Renewals for 30 Vehicles	\$2,000	\$2,000
Services Fee (\$2.25 Per Unit Per Month)	\$0.00	\$900.00
Total Cost	\$4,872.00	\$2,924

Potential Annual Net Savings

\$1,948

*Assumes fleet administration's time spent on renewals will be reduced to 25% once on Rapid and Aprogram.

Savings Per Unit \$97.00 Savings Percentage 40%

These cost savings are estimates and may vary depending on your particular usage.

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Appln. No.: 10/007,612

27/28

FIG. 27

Vehicle Resale



Remarketing Services provides a three-channel approach to selling used vehicles:

- Wholesale
- · Employee Purchase Program
- Company Arranged Offer

These sale channels are designed to maximize your sale proceeds in the shortest time possible.

Wholesale

GE picks up the used vehicle and markets it through its national wholesale network of auctions and brokers.

- · Full service resale process
- National coverage
- · Regional expertise
- Close monitoring of process
- Proven results (net proceeds average 101% Automotive Market Report*)
 *AMR using "Clean Condition" adjusted for miles

Employee Purchase Program

Full service process where GE prices the used vehicle at fair market value based on a predetermined pricing formula, takes employee inquiries about the purchase process, and if the employee's offer is accepted, sends the title and bill of sale to the employee upon sale completion.

- · Provides ability to obtain the highest resale proceeds
- GE Wholesale Matrix reflects current market conditions
- No cost to lessee

Company Arranged Offer

This customer-driven method gives you greater flexibility in the resale process.

- · Lessee proposes a buyer for the vehicle
- GE upon acceptance of the purchaser's offer, completes the sale and sends the title and bill of sale

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Appln. No.: 10/007,512

28/28

FIG. 28

- 310

Summary

Thank you for undertaking our Vehicle Management Consultation.

Based on your current fleet profile, you could save

\$62,218

by implementing these customized recommendations

with GE.

To Take Advantage of the These Savings

Contact us in any of the following ways:

- 1. Call 1-888-335-GESB (4372) to speak with a Specialist (8 a.m. to 6 p.m. EST)
- 2. Select "Contact Us" on this website: http://www.gesmailbusiness.com

After you "Contact Us" a GE Small Business Solutions Specialist will contact you within 3 hours during normal business hours regarding your inquiry.

3. Fill out the on-line credit application and submit it. A GE Small Business Solutions Specialist will contact you within 3 hours during normal business hours

(http://www.gesmallbusiness.com)

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